фінансової тощо) об'єкта за оптимальних витрат матеріальних, фінансових і трудових ресурсів.

• *Регулювання* – це вид управлінської праці, метою якої є подолання протиріччя між організацією і дезорганізацією, порядком і чинниками, які цей порядок порушують. [3]

Менеджмент пронизує всю організацію, торкається практично всіх сфер її діяльності. Однак при всьому різноманітті взаємодії менеджменту і організації можна досить чітко визначити кордони діяльності, яка складає зміст менеджменту.

Отже, якщо жодна з цих функцій управління відсутня в організації, це може призвести до багатьох проблем, починаючи від хвилювань співробітників і закінчуючи фінансовими проблемами. Відсутність планування може призвести до безладдя та плутанини щодо дорожньої карти підприємства, відсутність організації може призвести до серйозних проблем, коли окремі співробітники чи команди конфліктують один з одним через посадові обов'язки або неясні щодо свого обсягу роботи.

Відсутність лідерства може призвести до того, що демотивовані співробітники просто проходитимуть рутинний цикл, не докладаючи жодних зусиль для підвищення ефективності та результативності. Без Контролю співробітники, відділи або все підприємство може випустити з уваги кінцеву мету, що призведе до фінансових обмежень на висококонкурентному ринку.

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ANIME PILGRIMAGE AND LOCAL TOURISM PROMOTION
(АНІМЕ-ПАЛОМНИЦТВО ТА ПРОСУВАННЯ МІСЦЕВОГО ТУРИЗМУ)

Amidst the recent rapid development of media and communication technology, particularly with the advent of the Internet, individual communication capability has been noticeably enhanced, thereby transforming the various forms of communication. In response to this situation, the young generation is forming many segmented private communities, free from conventional local ties and business connections through social networking services (the services that provide social networks on the Internet, such as mixi, or the Japanese version of Myspace). These dramatic changes in communication activity and the establishment of a wide variety of communities based on the common use of the Internet, are remarkably transforming the tourism patterns of young people, who enjoy the new trends, and are also creating a huge effect on local tourism development. These changes, which vary immensely from conventional forms of tourism, can be termed the "tourism information revolution".

During post-war Japan's high-speed economic growth period (from the 1960s to the 1970s), social infrastructure was a critical factor for tourism, and its development triggered new tourist behaviour. Mass transportation and speedy travel time were key factors for the establishment of public transit systems, such as bullet trains and jumbo jets, and continuous technological progress was made toward the maximization of carrying a high volume of passengers at a given time with a minimization of transit time.

Thus, an efficient travelling pattern in which a particular package of tourists visited limited areas where public transit systems had been developed became common. This is the way mass tourism was established in our country. As an efficient method to handle such a form of tourism, package tours coordinated by travel agencies were developed. In this way, transportation companies (airline, railway and bus, etc.) and travel agencies played a central role in developing the tourist industry and the model of "corporate-coordination-oriented tourism" was created.

During the period that followed, around the bubble economy (from the 1980s to the 1990s), the value of public facilities and regional resources was a significant factor for tourism. During the

years of the asset-inflated economy, resort development involving capital outside of local areas was actively conducted.

In addition, after the collapse of the economic bubble, tourism promotion was regarded as a key strategy to revert devastated local economies. As part of this, public facilities and resources critical for local reinvigoration were redeveloped, but many local governments could not afford to drive tourism development, which inevitably necessitated tourism promotion to fall back on the initiative of local residents. This is how regional initiatives to create new forms of community-inhabitant-driven tourism that could be replaced with conventional mass tourism came alive in the 1990s. Based on this background and the resultant trends, current tourism in Japan exists as a "local-proposal-oriented tourism" led by community people.

In recent years, the Internet has transformed the way people behave and has replaced public transit infrastructure, public facilities and regional resources as the most significant factor for tourism. A typical example shows that the growing use of the Internet has enabled people to directly buy plane tickets without the intermediary service of travel agencies and to likewise, reserve a hotel room.

The Internet has had an enormous impact on the behaviour of individual tourists. Amidst this situation, the model of corporate-coordination-oriented tourism through the collaboration between transportation companies and travel agencies is undergoing a fundamental test of its significance and value.

Given this situation, when animation movies become popular, young fans can watch them through on-line video-sharing sites beyond national borders and exchange information on the Internet. Such contemporary information-sharing among these fans creates cross-border travel in the form of an anime "pilgrimage." Anime enthusiasts find locations where animations were shot and other places related to their creators, cherish them as "holy places" and enjoy visiting those special spots.

In these cases, the conventional resources of tourism are neither exploited nor prepared in the form of corporate-coordination-oriented tourism and local-proposal-oriented tourism, yet individual tourists themselves find enjoyment at their special spots on their own initiative. In addition, there are some scattered cases in which this new type of tourist actually participates in community development during their repetitive visits to the spots and creates a new culture in collaboration with local residents.

A common factor detected in these community development cases based on "anime pilgrimage" is that local communities did not initially expect anime fans to visit their areas and did not have any intention of promoting tourism featuring anime-related spots; as enthusiastic anime fans repeatedly visited those local areas, they gradually formed a special emotional attachment to the places and became ardent supporters. The author considers that this new type of tourism involves hidden important elements to fundamentally change the ideas behind community development based on tourism.

The anime "Lucky Star" worked properly as the common language between community people and fans and also as a catalyst for better communication and mutual understanding. Many fans told the author that they were glad that the town had readily accepted them and that they had felt delighted and relaxed to be there. This special case suggests that we can seek a new style of community development appropriate for the tourism information revolution era beyond the conventional model of "host and guest." This case shows that people sharing affection for the same animation get together to create a new form of culture, well beyond the framework of host or guest, insider or outsider. The case also provides important implications for tourism as a mechanism for peacemaking and cultural exchanges. In fact, young people have begun to shift their mindset from tourism as a form of consumption to tourism as a lifestyle.

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